



PRESS RELEASE FOR YOUR CONSIDERATION, JIM HUDSON, NPC #4999

AMERICAN MEDIA BORN AGAIN

Things are changing everywhere. Tiny cellular phones take your picture. Innovation is rampant in every area of life. Why they say that all knowledge is doubling every few years, making us complacent and accustomed to change.

But one major field has not seen change in its basic character. That field is the American Media. Could it happen to that staid institution?

A test of its resistance to change is occurring now. The Media is watching as their print, radio, and TV reports the Department of Homeland Security has many strong defenses, but it needs more to be really safe. The DHS cannot say that another massive attack can be prevented. A crisis is brewing. Will the Media just watch as Rome burns, or will it change?

Normally the Media would look for governmental lapses and guilty persons to cast the blame, but if they change, finding a new conscience and motivation, their new role might be to seek the missing link in Intelligence and discover that the real reason for this inability to prevent the next catastrophic incident is the lack of

AN AWAKENED PUBLIC PARTICIPATION.

And no entity can solve that better than the American Press!

Why look further? Why expect the government to have all of the answers? Most members of the elite Press Corps, protected by its moat of I-495, will follow their old pattern of stir up the confusion and let the agencies fight it out.

But this is the age of change, and perhaps a few rugged individualists lounging in the National Press Club will decide to "think outside the box". They surmise, since we, the Press, can influence more people than any other group, why don't we do the job? Must it always be the government? Who needs the government? And those aggressive communicators will change and be "born again", with a fresh view of the mission of the Press.

In its revived state, some of the rejuvenated Press may make a literature search and read in the new book, BEYOND OSS, of the WWII experiences of the first American

intelligence agency. They will read that the American undercover agents behind the enemy lines could live in enemy occupied countries and maneuver amidst strong opposition by armies and counter intelligence forces successfully, but were virtually powerless when the civilian population became hostile.

The corollary today is that an aroused civilian population can make America untenable for terrorists to operate successfully. Behind the lines the local community becomes the supply for everything needed to stay alive and productive.

Armed with this old OSS record and new BOSS revelation, the Born Again Press, like Superman, move into their new aggressive posture, The Press changes from the critic against all American authority, to an independent, positive influence bent on improving our defenses against foreign terrorists. Rather than seeking whom to blame, they decide to take the responsibility of strengthening the Defense against terror by awakening the public. They will be the Paul Revere's racing through the villages with a call to arms. The danger to our liberty is just as grave today as it was in 1776, and the Press is the key to the awakening of a nation.

It will be stimulating for these "Born Again" investigative reporters (for this article we will call them, "The Press"), to look for the truth of the defense against terrorism and use their power of persuasion, with their oral and writing skills, to arouse the public to take on the terrorists. Their approach to this new assignment might go something like this:

1. The Press becomes a sympathetic teacher that inspires the Public to become involved and encourages ordinary citizens to form voluntary local teams to combat terrorism, using the mystique of OSS to gain their attention.
2. The Press reminds the Public that Terror is lying dormant under our perceived peaceful existence, and to ignore its reality is folly. They must admit that there are many individuals and organizations around the world that hate the American Way, and are determined to kill us.
3. The Press encourages proactive groups of volunteers of American Patriots, springing up in city after city, to understand the potential threat of Terrorism and willingly take action to defend their own communities.
4. The Press informs these groups that they have the capability and legal right to organize a volunteer organization, without any governmental approval, for any common purpose, like the defeat of terror.
5. The Press dramatizes the experiences of the undercover agents of OSS and how they resisted capture by the enemy. They will explain the need for shelter, food, clothing, supplies, transportation just to stay alive, and how the local population was essential in knowing the laws, getting medicine, medical care, and the military supplies needed for any clandestine activity the agent needed to accomplish.

6. The Press calls the volunteer groups BOSS (BEYOND OSS), stemming from the experiences of the OSS of WWII. A rallying name, with a heritage, will encourage enlistment in this group whose purpose is to better understand their own communities and defend it against all enemies.

7. The Press teaches BOSS Teams that they can utilize the enormous diversity and experience of their local group to determine the local weaknesses in the defense against terrorists, and coincidentally, all manmade and natural disasters. They will have doctors, pharmacists, nurses, ex-firemen, retired police, lawyers, pilots, school teachers, truck drivers, farmers, salespersons, medics, dentists, architects, civil engineers, electrical engineers, electricians, HVAC specialists, construction workers, economists, meteorologists, and every other type of occupation and profession.

8. The Press urges BOSS to recruit from every walk of life, including the thousands who were in the military and intelligence, serving in the Middle East and elsewhere, who are eager to use their experiences and talents to defend their local community. This will be an outlet for the feelings of frustration that some have as they leave an active military to a sedentary civilian position. Many want their military experiences to be used to continue the fight for the country for which they risked their lives.

9. The Press trains BOSS in the application of a logical procedure, Value Management, that was designed for industry 50 years ago, to lead a diverse group in understanding a problem and logically developing a pragmatic solution. This procedure enables a large group with divergent backgrounds, education, and skills to communicate effectively and proceed logically to a solution.

10. The Press instills confidence in the BOSS program by illustrating how over 50 years of VM application in private and governmental projects, have proven the effectiveness of the procedure and how to adapt it to BOSS.

11. The Press demonstrates how BOSS can, in an organized format, explore the potential threats, prognosticate possible terrorist attacks, creatively imagine defenses, develop the raw ideas into pragmatic defenses, present their recommendations to higher authorities, and implement those that are within their power to act.

12. The Press fosters this volunteer BOSS program and documents its evolution to a living heritage, deriving its base from patriotic Americans who are fed up with the anti-American, "politically correct" absurdities. BOSS gives them a place to vent their feelings and utilize their talents for the defense of America.

13. The Press applauds the BOSS Teams and their performance of absolutely essential functions not covered by any other Anti-terrorism program. BOSS is the equivalent of a continuous CODE ORANGE, ever alert to their environment and potential dangers, with standard operating procedures to take action when the

conditions warrant.

14. The Press reminds BOSS and the Public that any police authority will admit that they depend heavily on the observations and tips of the public to solve crime, and that BOSS continuously provides this broad coverage for their community.

15. The Press convinces the public that the same necessity of public support for a missing child or fleeing criminal, is true in the war against terrorists. Organized DHS units will do most of the work, but the trained, and dedicated vigilance of the BOSS teams will be the eyes and ears of DHS to detect suspicious activity missed by the other organizations.

16. The Press reports all terrorist and antiterrorist activities and becomes a part of the process as proactive influences to eradicate the evil of terror and to defeat the plans of those who use it to accomplish their goals.

17. The Press reacts to the new appreciation of the AMERICANS WHO ARE LOOKING FOR THE PRESS TO HAVE A DIFFERENT IMAGE OF BEING "OF THE PEOPLE, FOR THE PEOPLE, AND BY THE PEOPLE"

18. The Press enjoys the plaudits of the public, the heightened respect, and the increased revenue of the commercials as the public renews its reliance on news sources more nearly akin to the opinions of the average American. And they did this without losing any of their rights to challenge established authority when it fails to properly represent the best interest of the people.

19. The Press investigates and reports continuously on the success of each BOSS Team to improve defenses and uncover terrorist activities, for it is not only good copy, but is the fruit of their labor in forming this voluntary group of aroused civilians. This will become a dynamic national reality game, with the high stakes of our life, liberty, and the pursuit of happiness as the rewards.

20. The Press acknowledges with pride the contribution it makes to the security of the Free World and its new image as the Freedom of the Press to be proactive in the affairs of Man. It is very glad that the Press was born again.

NOTE: Author Captain Jim Hudson, OSS Senior Intelligence Officer with 33 missions behind the enemy lines, after WWII became a member of the National Press Club (#4,999) . Ex President of the United States, Gerald Ford, was the next member to join, #5,000.